

DECLARATION

**In the matter of the U.S. Patent
Application No. 10/021,904**

I, the undersigned, Hiroshi SHIMURA, whose full Post Office address is 6-1, Minamikamata 2-chome, Ohta-ku, Tokyo 144-0035 Japan do solemnly and sincerely declare as follows:

- (1) That I am well acquainted with the English and Japanese languages and am competent to translate from Japanese into English.
- (2) That I have executed, with the best of my ability, a true and correct translation into English of the document JP 11-66152A.

SIGNED AT: Tokyo Japan
DATE: October 26, 2004


Hiroshi SHIMURA

JP 11-66152

[WHAT IS CLAIMED IS:]

[Claim 1] A product distribution system comprising: a product supplying source, providing campaign products and other arbitrary products and setting up an internet website; demanders, purchasing products from the product supplying source and having a computer device; an intermediary business body, intermediating between said product supplying source and said demanders; and a communication means, connecting said product supplying source, intermediary business body, and demanders; said product distribution system wherein said product supplying source places, in a product distribution market, campaign products for sale, upon attaching attached media, on each of which are printed an internet URL and an individual ID number, said demanders participate in the sale of said campaign products by purchasing said campaign products that are distributed in the product distribution market and sending the ID numbers of the purchased products and personal information from said computer devices to the internet website of the product supplying source via the communication means, and said intermediary business body supplies the attached media, on each of which are printed the internet URL and an individual

ID number, to said product supplying source while storing and saving each individual ID number, accumulates the ID numbers and personal information sent from said demanders via the communication means, supplies the accumulated personal information as market information to the product supplying source, and references the stored and saved ID numbers to send notifications of winning of a prize or non-winning of a prize in relation to said products to the computer devices of the demanders.

[Claim 2] A product distribution system comprising: a product supplying source, providing campaign products and other arbitrary products; demanders, purchasing products from said product supplying source; an intermediary business body, intermediating between said product supplying source and said demanders; and a telephone or other audio communication means, connecting said product supplying source, intermediary business body, and demanders;

said product distribution system wherein

said product supplying source places, in a product distribution market, products for sale, upon attaching attached media, on each of which are printed an internet URL and an individual ID number,

said demanders participate in the sale of said campaign products

by purchasing said campaign products that are distributed in the product distribution market and sending the ID numbers of the purchased products and personal information via the telephone or other audio communication means, and said intermediary business body supplies the attached media, on each of which are printed the internet URL and an individual ID number, to said product supplying source while storing and saving each individual ID number, accumulates the ID numbers and personal information sent from said demanders via the telephone or other audio communication means, supplies the accumulated personal information as market information to the product supplying source, and references the stored and saved ID numbers to send notifications of winning of a prize or non-winning of a prize in relation to said products to the demanders.

[DETAILED DESCRIPTION OF THE INVENTION]

[Field of the Invention] This invention concerns a product distribution system that uses the internet or a telephone or other audio communication means.

[Prior Art] With a conventional product distribution system, when a product supplying source places arbitrary products in the product distribution market to perform a campaign of these products, information on the sales, reputation, etc., of the

campaign products in the product distribution market cannot be ascertained readily, and the present circumstances are such that staff are dispatched to the product distribution market to carry out questionnaire surveys concerning the campaign products, etc., to propose sales strategies for the various products related to the campaign, etc.

[Problem to be Solved by the Invention] However, with the above-described conventional campaign method, much labor and cost are required to collect questionnaires concerning the campaign products, and since the collection of questionnaires is narrow in range, proposition of appropriate sales strategies is difficult. Also, for demanders that are not targeted by the above-mentioned questionnaire survey, the methods of transmitting opinions, requests, etc., concerning the campaign products to the product supplying source are limited to off-line methods, such as the use of postcards attached to the campaign products. Thus for the product supplying source, considerable time is required for collection of information on the sales, reputation, etc., of the campaign products and this also makes speedy proposition of sales strategies difficult. This invention has been developed in view of the above circumstances and an object thereof is to provide a product distribution system that enables demander responses concerning campaign products

to be collected speedily over a wide range, sales strategies concerning the campaign products to be proposed accurately and speedily, and the corporate image to be improved and demander services to be improved through bidirectional transmission of information between the product supplying source and the demanders.

[Solving Means] The invention according to Claim 1 provides a product distribution system comprising: a product supplying source, providing campaign products and other arbitrary products and setting up an internet website; demanders, purchasing products from the product supplying source and having a computer device; an intermediary business body, intermediating between the above-mentioned product supplying source and the above-mentioned demanders; and a communication means, connecting the above-mentioned product supplying source, intermediary business body, and demanders; the product distribution system being characterized in that the above-mentioned product supplying source places, in a product distribution market, campaign products for sale, upon attaching attached media, on each of which are printed an internet URL and an individual ID number, the above-mentioned demanders participate in the sale of the above-mentioned campaign products by purchasing the above-mentioned campaign products that are

distributed in the product distribution market and sending the ID numbers of the purchased products and personal information from the above-mentioned computer device to the internet website of the product supplying source via the communication means, and the above-mentioned intermediary business body supplies the attached media, on each of which are printed the internet URL and an individual ID number, to the above-mentioned product supplying source while storing and saving each individual ID number, accumulates the ID numbers and personal information sent from the above-mentioned demanders via the communication means, supplies the accumulated personal information as market information to the product supplying source, and references the stored and saved ID numbers to send notifications of winning of a prize or non-winning of a prize in relation to the above-mentioned products to the computer devices of the demanders. With this invention, the product supplying source places, in the product distribution market, campaign products for sale, having attached thereto attached media, which are supplied from the above-mentioned intermediary business body and on each of which are printed the internet URL and an individual ID number. The demanders existing in the product distribution market participate in the sale of the above-mentioned campaign products by purchasing the above-mentioned campaign products

that are distributed in the product distribution market and sending the ID numbers of the purchased products and personal information from their own computer devices to the internet website of the product supplying source via the communication means. The intermediary business body accumulates the ID numbers and personal information that are sent from the above-mentioned demanders via the communication means, provides the accumulated personal information as market information to the product supplying source, and references the ID numbers that were stored and saved in advance to send notifications of winning of a prize or non-winning of a prize in relation to the above-mentioned products to the computer devices of the demanders. By this flow of processes, the product supplying source is enabled to collect demander responses concerning the campaign products speedily and over a wide range via the intermediary business body and is enabled to propose sales strategies concerning the campaign products accurately and speedily. Bidirectional transmission of information via the internet is also enabled between the product supplying source and the demanders, thereby enabling improvement of the corporate image and improvement of demander services by transmission of the corporate image and product information through the internet website. The invention according to the Claim 2 provides a

product distribution system comprising: a product supplying source, providing campaign products and other arbitrary products; demanders, purchasing products from the product supplying source; an intermediary business body, intermediating between the above-mentioned product supplying source and the above-mentioned demanders; and a telephone or other audio communication means, connecting the above-mentioned product supplying source, intermediary business body, and demanders; the product distribution system being characterized in that the above-mentioned product supplying source places, in a product distribution market, products for sale, upon attaching attached media, on each of which are printed an internet URL and an individual ID number, the above-mentioned demanders participate in the sale of the above-mentioned campaign products by purchasing the above-mentioned campaign products that are distributed in the product distribution market and sending the ID numbers of the purchased products and personal information via the telephone or other audio communication means, and the above-mentioned intermediary business body supplies the attached media, on each of which are printed the internet URL and an individual ID number, to the above-mentioned product supplying source while storing and saving each individual ID number, accumulates the ID numbers

and personal information sent from the above-mentioned demanders via the telephone or other audio communication means, supplies the accumulated personal information as market information to the product supplying source, and references the stored and saved ID numbers to send notifications of winning of a prize or non-winning of a prize in relation to the above-mentioned products to the demanders. With this invention, the product supplying source places, in the product distribution market, campaign products for sale, having attached thereto attached media, which are supplied from the above-mentioned intermediary business body and on each of which are printed the internet URL and an individual ID number. The demanders existing in the product distribution market participate in the sale of the above-mentioned campaign products by purchasing the above-mentioned campaign products that are distributed in the product distribution market and sending the ID numbers of the purchased products and personal information via the telephone or other audio communication means. The above-mentioned intermediary business body accumulates the ID numbers and the personal information sent from the above-mentioned demanders via the communication means, supplies the accumulated personal information as market information to the product supplying source, and references

the stored and saved ID numbers to send notifications of winning of a prize or non-winning of a prize in relation to the above-mentioned products to the demanders via the telephone or other audio communication means. By this flow of processes, the product supplying source is enabled to collect demander responses concerning the campaign products speedily and over a wide range via the intermediary business body and is enabled to propose sales strategies concerning the campaign products accurately and speedily. Bidirectional transmission of information via the telephone or other audio communication means is also enabled between the product supplying source and the demanders, thereby enabling improvement of the corporate image and improvement of demander services by transmission of the corporate image and product information via the communication means.

[Best Mode for Carrying Out the Invention] An embodiment of this invention shall now be described in detail with reference to Fig. 1 and Fig. 2. Fig. 1 is a schematic block diagram showing a product distribution system of an embodiment of this invention. This product distribution system comprises a product supplying source 1, which provides products (campaign products), such as arbitrary articles, software packages, etc., and has an internet website set up; demanders 2, each having a computer

device 3 or an ordinary telephone 7; an intermediary business body 4, which intermediates between the above-mentioned product supplying source 1 and demanders 2; and a telephone line or other communication means 5, connecting the above-mentioned product supplying source 1, intermediary business body 4, and demanders 2. The above-mentioned product supplying source 1 places arbitrary campaign products for sale in the product distribution market upon attaching to each product, a label 6, which is an attached medium and has printed thereon an internet URL (Uniform Resource Locator), an ID (identification) number for each individual campaign product, and further, an industrial character image, etc. The above-mentioned demanders participate in the sale of the above-mentioned campaign products by purchasing the above-mentioned campaign products that are distributed in the product distribution market and sending the ID numbers of the purchased products and personal information from the above-mentioned computer device 3 to the internet website of product supplying source 1 via communication means 5. The above-mentioned intermediary business body 4 prepares and supplies labels 6, on each of which are printed the internet URL and an individual ID number, to the above-mentioned product supplying source 1 while storing and saving the respective individual ID numbers attached to labels 6 in its own computer,

accumulates and prepares a database of the ID numbers and personal information that are sent from the above-mentioned demanders 2 via communication means 5, prepares marketing information related to personal information based on the accumulated personal information and supplies the marketing information to product supplying source 1, and references the ID numbers that are stored and saved in the computer device to send notifications of winning of a prize or non-winning of a prize in relation to the above-mentioned campaign products to computer devices 3 of the corresponding demanders 2. In this product distribution system, by the product supplying source placing the campaign products for sale in the product distribution market upon attachment of labels 6, which are supplied from the above-mentioned intermediary business body 4 and one of which is printed the internet URL and an individual ID number, demanders 2, who exist in the product distribution market, are enabled to participate in the sale of the above-mentioned campaign products by purchasing the above-mentioned campaign products that are distributed in the product distribution market and sending the ID numbers of the purchased products and personal information from their own computer devices 3 to the internet website of product supplying source 1 via communication means 5. Also, intermediary

business body 4 accumulates the campaign product ID numbers and personal information that are sent from the above-mentioned demanders 2 via communication means 5, provides the marketing information, based on the accumulated personal information, to product supplying source, and references the ID numbers that were stored and saved in advance to send notifications of winning of a prize or non-winning of a prize in relation to the above-mentioned campaign products to computer devices 3 of demanders 2 in real time. By this flow of processes, product supplying source 2 is enabled to collect responses of demanders 2 concerning the campaign products speedily and over a wide range via intermediary business body 3 without spending much labor and cost as in the conventional example, and is enabled to propose sales strategies concerning the campaign products accurately and speedily. Also, bidirectional transmission of information via the internet is enabled between product supplying source 1 and demanders 2, thereby enabling improvement of the corporate image and improvement of services provided from product supplying source 1 to demanders 2 by transmission of the corporate image and product information through the internet website. Also with this product distribution system, in a case where demanders 2 do not have computer devices 3 and own just telephones 7, the product distribution system functions

according to the following. That is, product supplying source 1 places campaign products for sale in the product distribution market upon attachment of labels 6, which are supplied from intermediary business body 4 and on each of which is printed an internet URL and an individual ID number. Demanders 2, who exist in the product distribution market, participate in the sale of the above-mentioned campaign products by purchasing the above-mentioned campaign products that are distributed in the product distribution market and sending the ID numbers of the purchased products and personal information by phone or other audio means via telephones 7 and communication means 5 to the intermediary business body 4. Intermediary business body 4 accumulates the campaign product ID numbers and personal information that are sent from the above-mentioned demanders 2 via telephones 7 and communication means 5, provides the marketing information, based on the accumulated personal information, to product supplying source 1, and references the ID numbers that were stored and saved in advance to send notifications of winning of a prize or non-winning of a prize in relation to the above-mentioned campaign products to demanders 2 via communication means 5 and telephones 7. By this flow of processes, in substantially the same manner as in the case where the internet is used, product supplying source

1 is enabled to collect responses of demanders 2 concerning the campaign products speedily and over a wide range via intermediary business body 3 and is enabled to propose sales strategies concerning the campaign products accurately and speedily. Also, bidirectional transmission of information via telephones 7 and communication means 5 is enabled between product supplying source 1 and demanders 2, thereby enabling improvement of the corporate image and improvement of services provided to demanders 2 by transmission of the corporate image and product information to demanders 2 via telephones 7 and communication means 5. As described above, the product distribution system of the present embodiment integrates the old and new information transmission systems of the internet and the telephone to enable responses from demanders (consumers) 2 concerning campaign products to be collected, analyzed, and reflected in future marketing strategies in real time. Also the use of labels 6, provided with the internet URL and individual ID numbers, provide the merits of enabling purchase verification of demanders 2 of the products concerned and enabling the narrowing down of purchase targets (closed campaign) in marketing. Furthermore, by receiving responses from demanders 2, not only by the conventional use of telephones 7 but also by the internet, visual effects and spin-off effects, such as the appealing of the

advancedness of the product supplying source (client) in regard to its use of the internet, etc., can also be anticipated and the construction of a detailed database concerning each individual demander is enabled. Improvement of demander services and the construction of a bidirectional information transmission environment that make use of the characteristics of the respective media of the internet and telephones 7 can thus be realized. Fig. 3 shows a modification example of the product distribution system of the present embodiment, and this example is characterized in that an agency 10, which prepares contents related to the above-described product distribution system, is added to the product distribution system shown in Fig. 1. This agency 10 serves the role of receiving requests from the above-mentioned product supplying source 1 to prepare the contents related to the above-described product distribution system upon and request intermediary business body 4 to perform such intermediating activities between product supplying source 1 and demanders 2 as has been described above. Even with such a product distribution system to which agency 10 is added, the old and new information transmission systems of the internet and the telephone can be integrated to enable responses from demanders (consumers) 2 concerning campaign products to be collected, analyzed, and reflected in future

marketing strategies in real time. Needless to say, a system may also be arranged wherein, as the above-mentioned intermediary business body 4, two business bodies are separately allocated the activity of forming a database by accumulating the ID numbers and personal information sent from demanders 2 via communication means 5 and the activity of preparing labels 6.

[Effects of the Invention] With the invention according to the Claim 1, the product supplying source is enabled to collect demander responses concerning the campaign products speedily and over a wide range via the intermediary business body and is thereby enabled to propose sales strategies concerning the campaign products accurately and speedily. Bidirectional transmission of information via the internet is also enabled between the product supplying source and the demanders, thereby enabling improvement of the corporate image and improvement of demander services by transmission of the corporate image and product information through the internet website. With the invention according to the Claim 1, the product supplying source is enabled to collect demander responses concerning the campaign products speedily and over a wide range via the intermediary business body and is thereby enabled to propose sales strategies concerning the campaign products accurately

and speedily. Bidirectional transmission of information via the telephone or other audio communication means is also enabled between the product supplying source and the demanders, thereby enabling improvement of the corporate image and improvement of demander services by transmission of the corporate image and product information via the telephone or other audio communication means.

[BRIEF DESCRIPTION OF THE DRAWINGS]

[Fig. 1] A schematic block diagram showing a product distribution system of an embodiment of this invention.

[Fig. 2] A plan view showing an attached medium, on which an internet URL and an individual ID number are printed, of the product distribution system of this invention's embodiment.

[Fig. 3] A schematic block diagram showing another example of the product distribution system of this invention's embodiment.

[Description of the Symbols]

- 1 Product supplying source
- 2 Demander
- 3 Computer device
- 4 Intermediary business body
- 5 Communication means
- 6 Label

7 Telephone

10 Agency

した商品供給源、需要者間の双方向情報伝達も可能で、電話等の音声による通信手段を介しての企業イメージや商品情報の需要者への伝達により企業イメージ向上が図れ、需要者に対するサービス性の向上を図ることも可能な商品流通システムを提供することができる。

【図面の簡単な説明】

【図1】本発明の実施の形態の商品流通システムを示す概略構成図である。

【図2】本発明の実施の形態の商品流通システムにおけるインターネットのURL及び個々のID番号を印刷した添付媒体を示す平面図である。

【図3】本発明の実施の形態の商品流通システムの他例を示す概略構成図である。

【符号の説明】

- 1 商品供給源
- 2 需要者
- 3 コンピュータ装置
- 4 中間業務体
- 5 通信手段
- 6 ラベル
- 7 電話
- 10 代理店

Fig. 2

【図2】

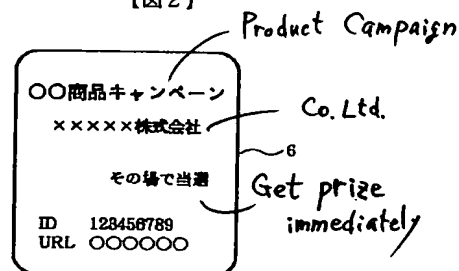
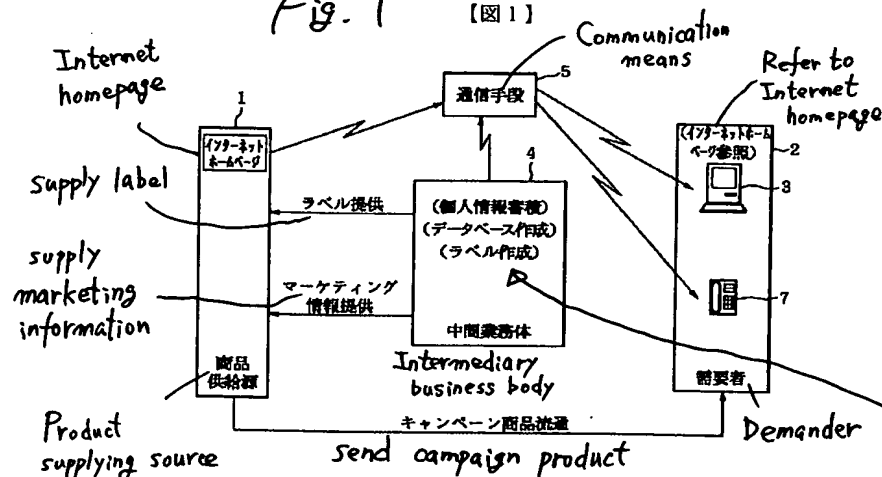


Fig. 1

【図1】



【図3】

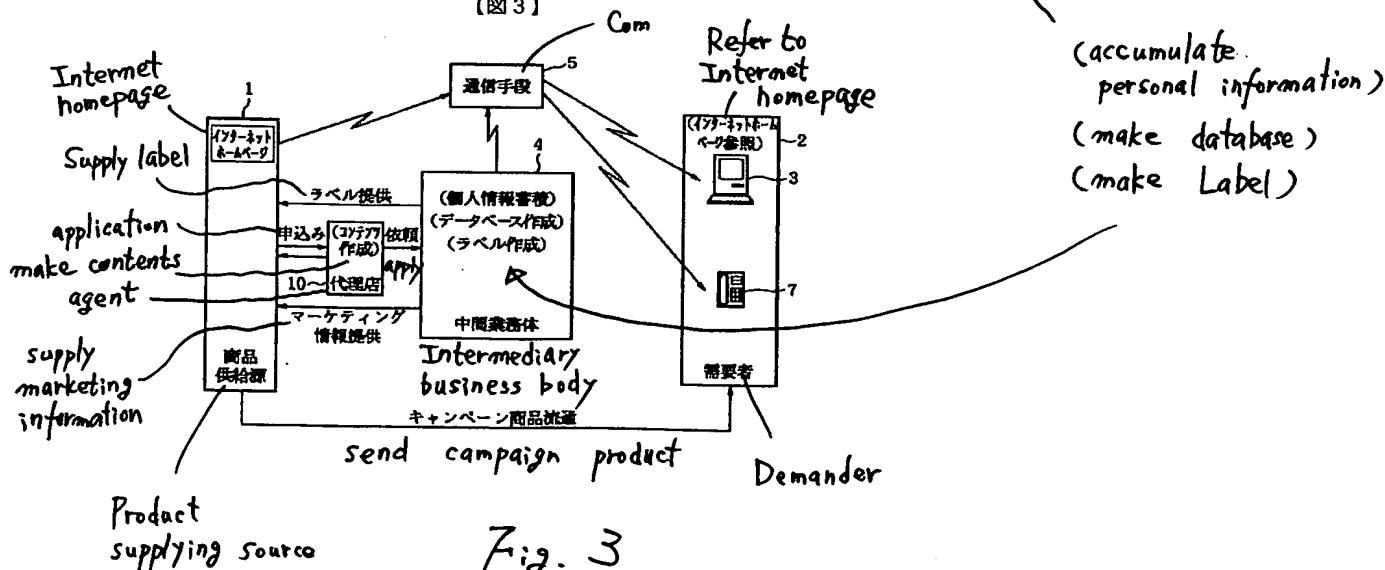


Fig. 3